# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  III SEMESTER | | | |
| Course Code | **TITLE OF THE COURSE**  **SEARCH ENGINE MARKETING** |
| Teaching | Hours Allocated: 60  (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 3 | 1 | - | 3 |

**CourseObjectives:**

1. Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business.
2. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location,
3. Demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign.

# CourseOutcomes:

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| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Understand concepts of search engine marketing including various elements of search engine marketing plan.  Create effective landing pages by understanding web users’ behavior. |
| CO2 | Analyze the effectiveness of your company’s and competitors’ social search programs |
| CO3 | Design search engine programs that directly support business and marketing goals |
| CO4 | Identify the major search engine marketing portals that can be used to promote a company, brand, product services. |
| CO5 | Implement a process for planning search engine marketing activities. |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

|  |  |
| --- | --- |
| UNIT - I | Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization. |
| UNIT - II | PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups |
| UNIT III | Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns. |
| UNIT - IV | Effective landing pages and user psychology importance of UI/UX design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals define performance metrics and monitor ppc activity with Google analytics. |
| UNIT - V | SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions. |

**Textbooks:**

* 1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela, Joseph Kerschbaum
  2. Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBM Press) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.

3.A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Riman (2020)

1. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

REFERENCES

* Google Search Central Blog.
* Search Engine Optimization (SEO) Starter Guide By Google Search Central.
* Google Analytics Academy.
* a. Bing Webmaster Guideline.

**WebLinks:**

1.https://www.slideshare.net/SlideTeam1/bid-management-powerpoint-presentation-slides-

230506420

2.<https://www.slideshare.net/mrasadiya/search-engine-marketing-34506056>

3.https://www.slideshare.net/dignitasdigital/ui-ux-design-presentation

**( Table)**

**Activities & Benchmarks Proposed**

**Proposed activities:**

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
* Visit Non-profit organization and collect financial statements
* Critical analysis of rate of interest on hire purchase schemes
* Visit a partnership firm and collect partnership deed
* Debate on Garner v/s Murray rule in India and outside India
* Group Discussions on problems relating to topics covered by syllabus
* Examinations (Scheduled and surprise tests) on all units

**Skill development**:

This Search Engine Marketing Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, Search Engine Marketing of all sizes look for professionals with the

perfect balance of technical skills and interpersonal, professional skills

to meet their needs. There is no denying the importance of having [skilled](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/)

working in or for your business. Whether you’re an entrepreneur managing

your books on your own or an established professional seeking employment,

quality accounting skills are crucial to maintain the financial health of your

business or advance your career.

**Employability:**

Importantly, the most sought-after skills included the ability to

collaborate with colleagues, present, discuss and defend views, and having

a positive attitude. Overall, a team player with a positive attitude and

good communication skills appeared to be the most valued behavioral skill

as perceived by employers.

**Entrepreneurship:**

* Managing Search Engine Marketing. The time-tested saying, really is true.
* Maintaining a Social Media Marketing Identifying a Path to Profitability.
* Communicating About Money.
* Forecasting the Future of Your Business.

**CO-PO Mapping:**

**(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |

BLUE PRINT FOR THE QUESTION PAPER SETTING

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  .Questions | Marks allotted to each Question | Total marks | No. of. Question | Marks allotted to each Question | Total marks |
| 1 | Section – A  Short Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section – B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions 5 Marks | Essay Questions 10 Marks | Marks allotted to the Unit |
| Unit – I | 2 | 1 | 20 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 2 | 1 | 20 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 06 | 06 | 95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | SEARCH ENGINE MARKETING | |
| III – SEM | TIME: 2 Hours | Max marks : 50 |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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